

# RJ REYNOLDS

TOBACCO COMPANY

**COPY**

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

August 21, 1997

RJR Account #081120

Mr. C. Polino  
BUFFALO TOBACCO

## Summer WINSTON B2GF CAP / PROMOTION #700927

Dear Coz:

WINSTON regular product has been ordered (see quantities listed below), as well as **15** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC Code</u> | <u>WINSTON</u>     | <u>Case</u> |                 |
|-----------------|--------------------|-------------|-----------------|
|                 | <u>Brand Style</u> | <u>Size</u> | <u>#/ Cases</u> |
| 12300-111112    | Light              | 12M         | 1               |

Product / Premium Arrival: **September 15, 1997**

Ship Date to Retail: **Week of: September 23, 1997**

SKU CUBE: **2.5480**

SKU WT (w/o Product): **8.2000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$709.17**

Non-EFT \$ Amount: **\$N/A**

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B2GFP

BUFFALO TOBACCO

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free **Winston 'No Bull' Cap**.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: C. Alessandra

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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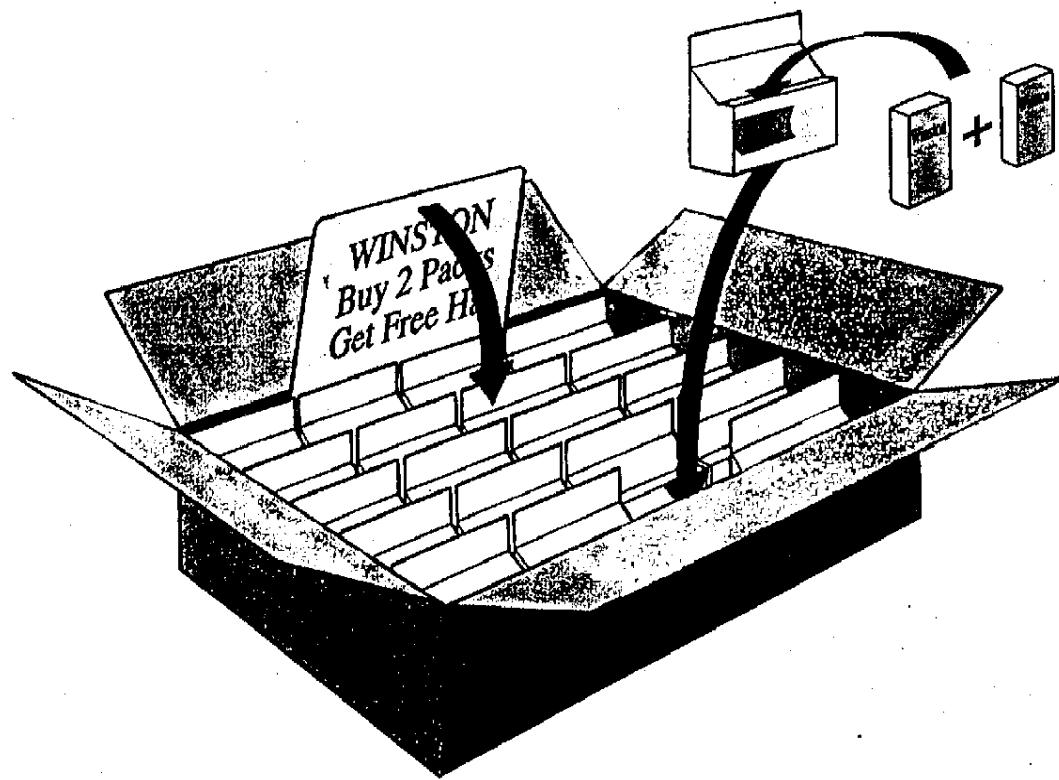
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

### STEPS

- 1 Open WINSTON B2GF Hat shipping case.
- 2 Add 2 "live" Winston packs of the same brand style to each sleeve.
- 3 Fold display header card down.
- 4 Close and tape case.
- 5 Ship to retailer.



Item: # 529301

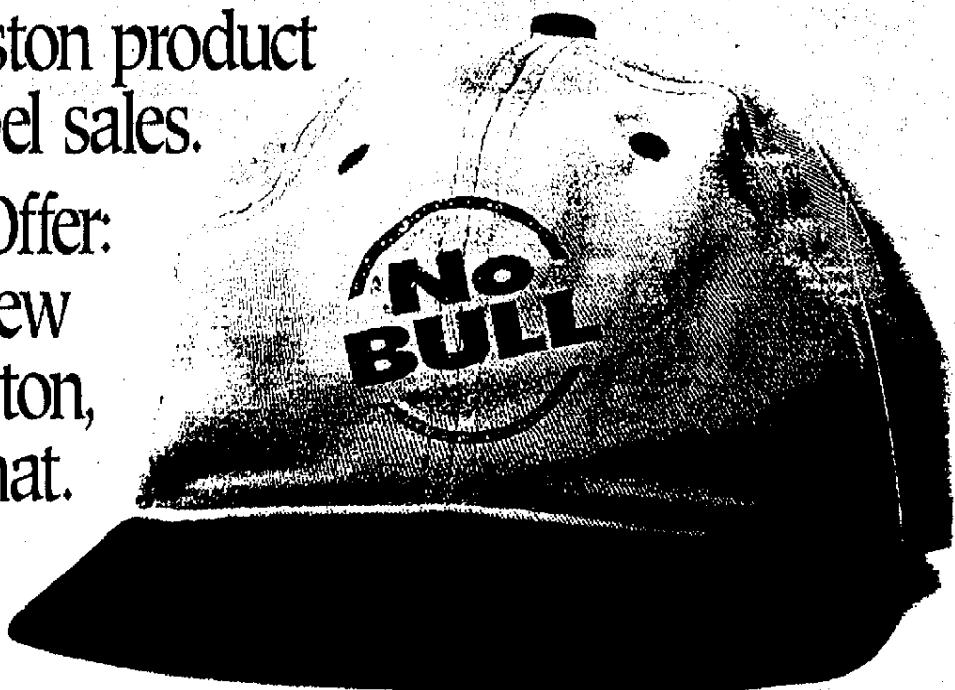
Description: WINSTON B2GF Hat Display / POS Kit

|                   |               |  |  |  |  |  |  |
|-------------------|---------------|--|--|--|--|--|--|
| Brand Style       | LIGHT<br>King |  |  |  |  |  |  |
| Number of Cartons | 4             |  |  |  |  |  |  |

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# The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.  
Lots of additives in  
your cash register.

BPENS5B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5  
 DATE: 97-08-11  
 TIME: 03:12 PM

 WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>  
 TEMPLATE : 700927 71000 WIN OCT HAT  
 TEMPLATE SEQ : 0018  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT               | NAME                | ADDRESS           | CITY          | ST | ZIP   | QTY | TAX | CHAIN-ID  | SUPPLIER | ACCT PHONE #  |
|--------|--------|--------------------|---------------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|---------------|
| 162601 | 162629 | 624663             | A-PLUS #60838       | 1301 KERTEL AVE   | BUFFALO       | NY | 14216 | 1   |     | 0362-0102 | 047514   | (716)873-7005 |
| 162601 | 162626 | 660889             | FOOD PLUS II        | 317 ENSMINGER RD  | TONAWANDA     | NY | 14150 | 1   |     |           |          | (716)871-8771 |
| 162601 | 162626 | 667214             | NFT MOBIL           | 8721 NIAGARA FALL | NIAGARA FALLS | NY | 14304 | 1   |     |           |          | (716)297-6085 |
| 162601 | 716625 | A-PLUS MINI MARKET | 1390 DELAWARE AVE   | BUFFALO           |               | NY | 14209 | 1   |     | 0362-0102 |          |               |
| 162601 | 162626 | 752642             | RAINTREE CONVENIENC | 2960 COLVIN BLVD  | TONAWANDA     | NY | 14150 | 1   |     |           |          | (716)694-7379 |
| 162601 | 162629 | 398677             | CORNER STORE        | 2815 DELAWARE AVE | KENMORE       | NY | 14217 | 1   | NYS |           |          | (716)875-4792 |
| 162601 | 162629 | 397510             | LAUTNER'S CORNER    | 431 TERRACE BLVD  | DEPEW         | NY | 14043 | 1   | NYS |           |          | (716)683-4722 |
| 162602 | 162629 | 665636             | MICHAEL'S SUNOCO    | 3705 HARLEM RD    | BUFFALO       | NY | 14214 | 1   |     |           |          | (716)836-1314 |
| 162602 | 162625 | 691459             | A-PLUS MINI         | 460 ELMWOOD AVE   | BUFFALO       | NY | 14222 | 1   |     | 0362-0102 |          | (716)881-1557 |
| 162602 | 162629 | 765426             | MAYBACKS FOOD SHOP  | 3035 GENESEE ST   | CHEEKTONAWA   | NY | 14225 | 1   | NYS |           |          | (716)895-9201 |
| 162602 | 162622 | 323511             | GAS-RITE, INC.      | 11665 BROADWAY ST | ALDEN         | NY | 14004 | 1   | NYS |           |          | (716)937-9931 |
| 162602 | 162622 | 397930             | CORNER STORE        | 155 LAKE AVE      | LANCASTER     | NY | 14086 | 1   | NYS |           |          | (716)681-8251 |
| 162603 | 162625 | 483559             | GANCI'S EXPRESS MAR | 1241 E LOVEJOY ST | BUFFALO       | NY | 14206 | 1   |     |           |          | (716)892-2427 |
| 162603 | 162625 | 506533             | CENTER RD, SUPER    | 1207 CENTER RD    | WEST SENECA   | NY | 14224 | 1   | NYS |           |          | (716)674-4545 |
| 162603 | 162625 | 397014             | CORNER STORE        | 2050 CLINTON ST   | BUFFALO       | NY | 14206 | 1   | NYS |           |          | (716)825-2222 |

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY

15

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY

15

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GHCP16RN1610XX TEMPORARY PAYMENT DETAIL REPORT

09/23/97

ACCOUNT NUMBER: 081120                    BUFFALO TOBACCO PROD  
VOUCHER NUMBER: 15371194                202-208 RHODE ISLAND  
DATE WRITTEN: 09/23/97                    BUFFALO , NY 14213  
STATUS: PAID  
AMOUNT PAID: 28.00                        SEND CHECK TO: ROU

| DESCRIPTION      | UNITS | AMOUNT |
|------------------|-------|--------|
| '97 VAP PK & SHP | 1.00  | 28.00  |

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/CHERYL ALESSANDRA

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